# Communications & Media Relations



#### **Getting Started**

- Established 2000
- Public Information Officer
- AV Manager
- Cable Channel
- City Newsletter, <u>Focal Point</u>

#### Mission

Empower the public by providing information to improve quality of life, promote civic pride and project a progressive image.

#### **Communications Today**

- AV Manager
- Videographer / Production
  Communications Specialist
- Special Events Coordinator
- Administrative Assistant / Volunteer Coordination
- Budget 09 10: \$646,177

#### **Communication Tools**

- Publications & Newsletters
- Media Relations
- Cable Channel
- Website
- Special Projects
- Volunteers
- Crisis Communications

#### **Focal Point**

- Monthly
- Published by StarCommunityNewspapers
- "All About Frisco"
- 8 12 pages
- 32,000Households
- 8 cents per copy
- Online



FriscoTexas.gov/focalpoint

- Frisco Enterprise
- Dallas MorningNews
- Frisco Style
- Frisco Neighbors
- Dallas BusinessJournal
- Inside Collin County Business







- KDFW Fox 4
- KXAS NBC 5
- WFAA ABC 8
- KTVT CBS 11
- **CW 33**
- WBAP 820 AM
- KRLD 1080
- KLAK
- Frisco Online





- Trade Magazines
- D Magazine
- Dallas Observer
- HOA Newsletters



### Observer

- Releases
- Interviews
- PressConferences
- Photos
- Video
- Press Kits





#### **Cable Channel**

- Time Warner Ch. 16
- Grande Ch. 12
- Verizon FIOS Ch. 37



FriscoTexas.gov/ftvn

#### **Cable Channel**





- Video Tape & Broadcast Meetings
- Emergency Broadcast System
- **Local Production**
- State, National Award Winner

#### **Cable Channel**

- Public Service Announcement (PSA's)
- Frisco Today
- Mayor's Corner
- Town Hall Meetings
- Parks & Wildlife
- Fire Prevention Play
- Bulletin Board





## Cable Channel: Bulletin Board

- City of Frisco
- Chamber of Commerce
- Civic Organizations
- Collin County
- Denton County
- Federal Government
- Higher Education Institutions
- School Districts
- State of Texas

### Website: Content Management System



#### Website: Content Management System

- Last redesign June '07; next redesign scheduled for 2010
   In April 2010:
- Page views equaled 203,691
- 40.18% of all visits were new users
- More than 50,000 unique visitors
- E-News: 2800+ subscribers
- State, national award winner

#### Website: CityLink

- Intranet servicing city employees
- Launched October 2009
- Started with info from HR, Financial Serv & Communications
- Rest of the city depts. added in 2010
- Communications: logos, scrapbook, bulletin board, employee spotlight, online equipment reservation form

#### **Special Projects**

- GroundBreakings
- Grand Openings
- Town Hall Meetings
- Special Events
- Frisco Freedom Fest



#### Volunteers

- 1,400 + ActiveVolunteers
- Types of Volunteers:
- Special Projects
- Special Events
- Department
  Volunteers
  (Library, Frisco
  Senior Center,
  Frisco Fire
  Department)



#### Volunteers

- Since Jan. 2007 to present
- 2012 registered volunteers
- 1441 active volunteers in 2009
- \$20.85\* value of service, per hour
- \$428,885 total value to city
- \*based on value of time at \$20.85 per Independent Sector; Value is not "dollars saved" but value of service



## Ongoing & Future Projects

- Branding
- Marketing Videos, brochures
- "Frisco Green Living"
- Video Streaming (On Demand)
- FISD Intern
- "Treasure Hunt"